

Yakima County
Quit Line Data Summary
October 1 - December 31, 2003

| | County | State |
|--|---------------|------------------|
| Number of Calls to Quit Line | N = 80 | N = 2,943 |
| Percent of Statewide Calls | 3.4% | 100.0% |
| Percent of State Population in County¹ | 3.8% | 100.0% |

| | County % | State % |
|--|-----------------|------------------|
| Gender | N = 80 | N = 2,491 |
| Female | 61.3% | 61.9% |
| Male | 38.7% | 38.1% |
| Race/Ethnicity | N = 76 | N = 2,100 |
| People of Color | 14.5% | 13.6% |
| White | 85.5% | 86.4% |
| Age | N = 76 | N = 2,291 |
| Less than 18 years old | 1.3% | 2.1% |
| 18 - 24 years old | 22.4% | 15.2% |
| 25 - 34 years old | 25.0% | 21.1% |
| 35 - 44 years old | 21.1% | 27.3% |
| 45 years and older | 30.3% | 34.2% |
| Education | N = 75 | N = 2,158 |
| Did not graduate high school | 34.7% | 18.0% |
| High school graduate | 25.3% | 33.8% |
| Some college/vocational school | 36.0% | 38.6% |
| College graduate | 4.0% | 9.6% |
| Caller Type | N = 80 | N = 2,631 |
| General Information | 0.0% | 13.5% |
| Health care provider | 3.8% | 4.0% |
| Tobacco user | 96.2% | 82.5% |
| Payer Type | N = 58 | N = 1,627 |
| Insured | 19.0% | 31.2% |
| Uninsured | 36.2% | 30.7% |
| Medicaid | 44.8% | 38.1% |
| Heard About | N = 70 | N = 2,157 |
| Past caller | 17.1% | 14.5% |
| Employer/worksites | 1.4% | 1.3% |
| Health care provider | 18.6% | 28.3% |
| Television | 31.4% | 15.5% |
| Outdoor advertisement (billboard/bus/wall) | 0.0% | 3.3% |
| Targeted mailing | 0.0% | 0.1% |
| Great Start | 1.4% | 0.1% |
| Radio | 0.0% | 0.6% |
| Newspaper/Magazine | 0.0% | 1.3% |
| Brochure/Newsletter | 4.3% | 7.3% |
| Family or friend | 24.3% | 21.6% |
| Health Department | 1.4% | 4.8% |
| School | 0.0% | 1.3% |